

# Health Communication Program Checklist

CDC, National Institute for Occupational Safety and Health  
Office of Health Communications

Stages of Program	Program Components			
	Population	Channels	Message	Barriers
<b>Data Collection:</b> 1. Review literature regarding the risk, behaviors, and characteristics of the population. 2. Conduct qualitative research: focus groups, intercepts, or in-depth interviews. 3. Conduct a representative baseline survey.	<input type="checkbox"/> Identified knowledge, attitudes, and practices (KAPs) associated with the risk. <input type="checkbox"/> Identified social networks, social influences, and normative behaviors. <input type="checkbox"/> Identified structural or environmental variables associated with the risk and/or risky behaviors.	<input type="checkbox"/> Identified channels for reaching the at-risk population: direct mail, paid media, earned media, spokesperson, lay professionals, field workers, other outreach. <input type="checkbox"/> Identified any countervailing channels contributing to the risky behavior.	<input type="checkbox"/> Reviewed message strategies that have been effective with the specific risk and/or population. <input type="checkbox"/> Identified population-specific language associated with the threat or hazard (e.g., slang and catchphrases). <input type="checkbox"/> Identified sources the audience finds credible and trustworthy and that promote identification.	<input type="checkbox"/> Evaluated the reliability and validity of the baseline research. <input type="checkbox"/> Identified population variables, behaviors, or risk factors characterized by uncertainty.
<b>Setting Objectives:</b> 4. Develop a “change model.” 5. Set measurable objectives and define “success.” 6. Set a timetable for the program. 7. Develop materials and strategies.	<input type="checkbox"/> Segmented population into specific audiences using KAPs, social influence factors, demographics, channel availability, geographic considerations, barriers, and relative risk. <input type="checkbox"/> Determined intended audience(s) for the program.	<input type="checkbox"/> Developed a cost-effective channel strategy for disseminating the message with maximum reach and frequency. <input type="checkbox"/> Made necessary contacts with channel “gatekeepers,” organization liaisons, reporters, station-owners, etc.	<input type="checkbox"/> Designed messages to be attention-getting, comprehensible, and persuasive or informative. <input type="checkbox"/> Developed message strategy that works synergistically, so that the information or appeal in one message builds on or reinforces the information in another. <input type="checkbox"/> Developed message materials for various channels, e.g., print or radio.	<input type="checkbox"/> Identified factors that might prevent audience from performing the recommended behaviors. <input type="checkbox"/> Identified the resources that the program should have given the objectives. <input type="checkbox"/> Identified staff required given the program strategies.
<b>Implementation:</b> 8. Pretest materials and strategies. 9. Launch program. 10. Make changes based on feedback	<input type="checkbox"/> Evaluated the accuracy and utility of the intended audience.	<input type="checkbox"/> Pretested channels for reach and frequency. <input type="checkbox"/> Evaluated channel strategy and made necessary changes. <input type="checkbox"/> Established a channel for audience(s) members seeking information.	<input type="checkbox"/> Pretested message materials checking for intended and unintended effects. <input type="checkbox"/> Based on pretesting, evaluated message materials and made appropriate changes.	<input type="checkbox"/> Evaluated whether the barriers to the recommended behavior have been correctly identified. <input type="checkbox"/> Evaluated the sufficiency of program resources given the objectives. <input type="checkbox"/> Evaluated whether program staff is sufficient.
<b>Assess Effects and Feedback:</b> 11. Conduct survey for a summative evaluation of campaign. 12. Analyze results to determine the success of the program 13. Disseminate results.	<b><i>Was the intended audience clearly defined and understood?</i></b>  <b><i>Was it the appropriate audience?</i></b>	<b><i>Were the channels effective at reaching the target audience?</i></b>  <b><i>Are there other channels that might work better?</i></b>	<b><i>Did the message(s) have the intended effect?</i></b>  <b><i>How might they be made more effective?</i></b>	<b><i>Did the program have the necessary components to make the recommended change possible?</i></b>  <b><i>What might have prevented the audience from making the change, or making more of a change in behavior?</i></b>